

**WHAT IS CLAIMED IS:**

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1. A content providing method of a content provider, comprising

providing a requested content service to a  
10 user's portable telephone when a menu registration  
identifier, which menu registration identifier  
indicates that the user's portable telephone is  
registered for the requested content service in a  
user menu information database of a communications  
15 carrier, is contained in a content-requesting signal  
transmitted from the user's portable telephone to  
the content provider.

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2. A content providing method of a content provider, comprising

requesting a communications carrier to register  
25 a user's portable telephone in a user menu  
information database, when a menu registration  
identifier, which menu registration identifier  
indicates that the user's portable telephone is  
registered in the user menu information database of  
30 the communications carrier for a requested content  
service, is not contained in a content-requesting  
signal transmitted from the user's portable  
telephone to the content provider.

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3. A registration method of a user menu information database of a communications carrier, comprising:

5                requesting a user to register,  
                 adding a menu registration identifier to a  
content-requesting signal, which content-requesting  
signal contains user identification information and  
a content identifier received from a content  
10 provider when the user completes registration in the  
user menu information database, and  
                 transmitting the content-requesting signal  
to the content provider;  
                 wherein the content provider requests  
15 registration of the user in the user menu  
information database pursuant to receiving the  
content-requesting signal from a portable telephone  
of the user.

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4. The registration method for the user menu information database as claimed in claim 3,  
25 wherein the menu registration identifier is added to  
the content-requesting signal, which content-requesting  
signal contains the user identification information and the content identifier received from  
the content provider, and the content-requesting  
30 signal is transmitted to the content provider if the  
user is registered in the user menu information  
database.

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5. A content providing program that is executable by a computer, comprising:

5 a receiving step for receiving a content-requesting signal transmitted by a user's portable telephone,

10 a menu identifier determining step for determining whether the content-requesting signal contains a menu registration identifier that indicates that the user's portable telephone is registered in a user menu information database that registers users of content services, the user menu information database being prepared by a communications carrier, and

15 a content-providing step for providing the user's portable telephone with the content service when the menu identifier determining step determines that the menu registration identifier is contained in the content-requesting signal.

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6. The content providing program as claimed in claim 5, further comprising

25 a requesting step for requesting registration of the user's portable telephone in the user menu information database of the communications carrier when the menu identifier determining step determines that the menu registration identifier is not  
30 contained in the content-requesting signal.

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7. A content requesting program of a communications carrier, the program being computer-executable, comprising

5 a transmitting step for adding a menu registration identifier, which menu registration identifier indicates that a user is registered in a user menu information database, to a content-requesting signal that requests a content service of a content provider, the content-requesting signal  
10 being transmitted by the user accessing the content service by selecting a desired content service from a content services list displayed on a user menu; and transmitting the content-requesting signal to the content provider.

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20 8. A user registration program of a communications carrier, which is computer-executable, comprising:

a registration request processing step for a content provider requesting that a user's portable  
25 telephone be registered in a user menu information database, the content provider receiving a content-requesting signal from the user's portable telephone,

a registration step for registering the user's portable telephone in the user menu  
30 information database, and

a transmitting step for adding a menu registration identifier to the content-requesting signal, which content-requesting signal contains user identification information and a content  
35 identifier received from the content provider, and transmitting the content-requesting signal to the content provider.

5                   9. The user registration program of the  
communications carrier as claimed in claim 8,  
wherein the transmitting step adds the menu  
registration identifier to the content-requesting  
signal, which content-requesting signal contains the  
10 user identification information and the content  
identifier received from the content provider,  
without performing registration request processing  
of the user's portable telephone, and transmits the  
content-requesting signal to the content provider if  
15 the user's portable telephone is already registered  
in the user menu information database.

20                   10. An invoicing program of the  
communications carrier, wherein an access log  
information database is installed for collecting  
logs about communications and use of the content  
25 services, further comprising  
a step for adding content charges to  
communication charges of the user's portable  
telephone with reference to the access log  
information database and the user menu information  
30 database, the user menu information database  
registering the user's portable telephone using the  
user registration program according to claim 8 or  
claim 9.

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